

ORDER



Orders	Order / Rev:	\$1035443	Primary AE:	Amy McCreary
	Alt Order #:	06829899	Sales Office:	BLPHI
	Product Desc:	HELLER FOR SENATE	Sales Region:	National
	Estimate:			
	Flight Dates:	08/22/12 - 08/28/12		
	Original Date / Rev:	06/26/12 / 06/26/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller/Dean for U.S. Senate		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	32	\$23,500.00	\$19,975.00	August 2012	32	\$23,500.00	\$19,975.00	0.00
08/27/12	08/28/12	18	\$13,600.00	\$11,560.00	September 2012	18	\$13,600.00	\$11,560.00	0.00
					Totals	50	\$37,100.00	\$31,535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a	WakeUp w/Wagner	5-6a	--WTF--	:30	3	\$400.001	0.00	NM	3	\$1,200.00	
M-F 5-6a WakeUp w/Wagners															
	NEWS	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

Order / Rev: 103544
 Alt Order #: 06829899
 Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a		--WTF--	:30	3	\$400.001	0.00	NM		3	\$1,200.00											
NEWS																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/20/12</td><td>08/26/12</td><td>--WTF--</td><td>3</td><td>\$400.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/20/12	08/26/12	--WTF--	3	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	--WTF--	3	\$400.00	0.00																					
E 2	KSNV	08/27/12	08/28/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a		MT-----	:30	2	\$400.001	0.00	NM		2	\$800.00											
NEWS																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td><td>09/02/12</td><td>MT-----</td><td>2</td><td>\$400.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	MT-----	2	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	MT-----	2	\$400.00	0.00																					
E 3	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00											
NEWS																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td><td>09/02/12</td><td>M-----</td><td>1</td><td>\$700.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	M-----	1	\$700.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	M-----	1	\$700.00	0.00																					
E 4	KSNV	08/22/12	08/22/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		--W-----	:30	1	\$700.001	0.00	NM		1	\$700.00											
NEWS																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/20/12</td><td>08/26/12</td><td>--W-----</td><td>1</td><td>\$700.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/20/12	08/26/12	--W-----	1	\$700.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	--W-----	1	\$700.00	0.00																					
E 5	KSNV	08/23/12	08/23/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00											
TODAY																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/20/12</td><td>08/26/12</td><td>---T---</td><td>1</td><td>\$1,400.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/20/12	08/26/12	---T---	1	\$1,400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	---T---	1	\$1,400.00	0.00																					
E 6	KSNV	08/28/12	08/28/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00											
TODAY																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td><td>09/02/12</td><td>-T-----</td><td>1</td><td>\$1,400.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	-T-----	1	\$1,400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-T-----	1	\$1,400.00	0.00																					
E 7	KSNV	08/28/12	08/28/12	M-F Today Show II 3rd HOM M-F Today Show II	9-10a		-T-----	:30	1	\$500.001	0.00	NM		1	\$500.00											
TODAY II																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td><td>09/02/12</td><td>-T-----</td><td>1</td><td>\$500.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	-T-----	1	\$500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-T-----	1	\$500.00	0.00																					
E 8	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd HOM M-F Today Show II	9-10a		--W-F--	:30	2	\$500.001	0.00	NM		2	\$1,000.00											
TODAY II																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/20/12</td><td>08/26/12</td><td>--W-F--</td><td>2</td><td>\$500.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/20/12	08/26/12	--W-F--	2	\$500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	--W-F--	2	\$500.00	0.00																					
E 9	KSNV	08/22/12	08/24/12	M-F Today Show III 4th HOM Today 4th Hour	10am-11am		--WTF--	:30	3	\$325.001	0.00	NM		3	\$975.00											
TODAY III																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/20/12</td><td>08/26/12</td><td>--WTF--</td><td>3</td><td>\$325.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/20/12	08/26/12	--WTF--	3	\$325.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	--WTF--	3	\$325.00	0.00																					
E 10	KSNV	08/27/12	08/28/12	M-F Today Show III 4th HOM Today 4th Hour	10am-11am		MT-----	:30	2	\$325.001	0.00	NM		2	\$650.00											
TODAY III																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td><td>09/02/12</td><td>MT-----</td><td>2</td><td>\$325.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	MT-----	2	\$325.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	MT-----	2	\$325.00	0.00																					
E 11	KSNV	08/27/12	08/28/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.001	0.00	NM		2	\$850.00											
NEWS																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td><td>09/02/12</td><td>MT-----</td><td>2</td><td>\$425.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	MT-----	2	\$425.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	MT-----	2	\$425.00	0.00																					
E 12	KSNV	08/23/12	08/24/12	Noon News Noon News	CM	12-1230pm	---TF--	:30	2	\$425.001	0.00	NM		2	\$850.00											
NEWS																										
<table> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/20/12</td><td>08/26/12</td><td>---TF--</td><td>2</td><td>\$425.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/20/12	08/26/12	---TF--	2	\$425.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	---TF--	2	\$425.00	0.00																					
E 13	KSNV	08/22/12	08/24/12		CM	5-630p	--WTF--	:30	6	\$1,000.001	0.00	NM		6	\$6,000.00											

Order / Rev: 103544
 Alt Order #: 06829899
 Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--WTF--		6	\$1,000.00								
E 14	KSNV	08/27/12	08/28/12	M-F Early News	CM	5-630p			MT-----	:30	4	\$1,000.00	1	0.00	NM
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	MT-----		4	\$1,000.00								
E 15	KSNV	08/27/12	08/28/12	M-F Wheel	CM	7-730pm			MT-----	:30	2	\$1,000.00	1	0.00	NM
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	MT-----		2	\$1,000.00								
E 16	KSNV	08/22/12	08/24/12	M-F Wheel	CM	7-730pm			--WTF--	:30	3	\$1,000.00	1	0.00	NM
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--WTF--		3	\$1,000.00								
E 17	KSNV	08/22/12	08/24/12	Face to Face w/ Ralston	CM	730-758pm			--WTF--	:30	3	\$800.00	1	0.00	NM
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--WTF--		3	\$800.00								
E 18	KSNV	08/27/12	08/28/12	Face to Face w/ Ralston	CM	730-758pm			MT-----	:30	2	\$800.00	1	0.00	NM
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	MT-----		2	\$800.00								
E 19	KSNV	08/23/12	08/23/12	M-F News 3 at Eleven	CM	11pm-1135pm			---T---	:30	1	\$1,100.00	1	0.00	NM
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--T---		1	\$1,100.00								
E 20	KSNV	08/27/12	08/27/12	M-F News 3 at Eleven	CM	11pm-1135pm			M-----	:30	1	\$1,100.00	1	0.00	NM
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M-----		1	\$1,100.00								
E 21	KSNV	08/25/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm			-----SS	:30	2	\$1,100.00	1	0.00	NM
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----SS		2	\$1,100.00								
E 22	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY	CM	6a-7a			-----S-	:30	1	\$350.00	1	0.00	NM
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S-		1	\$350.00								
E 23	KSNV	08/25/12	08/26/12	Sa-Su Early News	CM	5pm-630pm			-----SS	:30	2	\$650.00	1	0.00	NM
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----SS		2	\$650.00								
E 24	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am			-----S	:30	1	\$625.00	1	0.00	NM
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S		1	\$625.00								
E 25	KSNV	08/26/12	08/26/12	CM		Sun 1135p-1200a			-----S	:30	1	\$400.00	1	0.00	NM

Order / Rey: 103544
Alt Order #: 06829899
Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV